

The doors of our new home are open to you

*We Bid You Welcome
To Our New Home*

FFIFTH AVENUE and Thirty-Ninth Street—southwest corner—that is now the Ovington address. For here, on the crest of Murray Hill, our new building stands to greet our old friends.

It is a beautiful building. It is centrally located. It is prepared with new interiors and new merchandise of many and marvelous kinds.

But for all the beauty of the new building, for all its accessible location, and even for its multitude of new wares, you will know as soon as you cross the threshold, that it is typically and completely Ovington's.

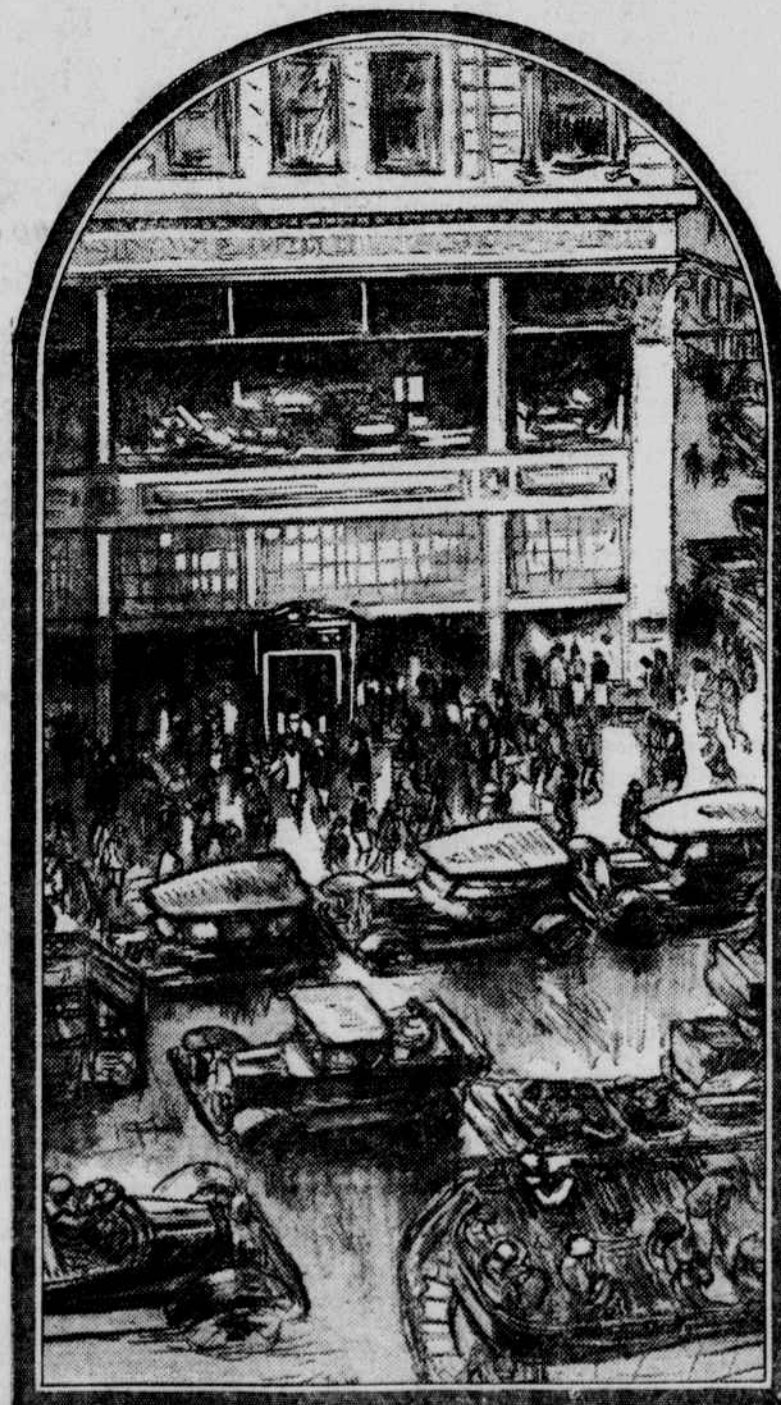
For, though the place changes and the location improves, its personality has been undisturbed by growth—the spirit of the shop remains the same.

Seventy-five years ago, Ovington's was neither large nor famous. It was a young shop then, in the days when Polk was President, but, even then, it displayed the same two characteristics which have always distinguished it—the two characteristics by which it has grown and grown.

*First—charming things
at sound values*

IN 1846, three-quarters of a century ago, money was dear and goods were cheap and the housewives of the day were thrifty. And had Ovington's been founded upon any other than the principle of sound values, it would have withered then and there.

But wither it did not. Grow it did. And the judgment of what was charming and unique—the flair for seeking out the unusual—combined with a sense of good values has made it grow and grow throughout a long and pleasant life.



SO MANY AMERICANS have adopted the custom of selecting their wedding gifts at Ovington's that the very delivery records read like a calendar of New York's smart weddings. The punctilio of weddings does not demand that the bride's choicest gifts come from Ovington's, but custom seems to have decreed it.

*And it has always been a
friendly little shop*

ALWAYS, too, it was a friendly little shop—a shop where no haughty attendants urged its patrons to buy, a shop where hostesses felt free to come, to compare and to consider.

To three generations, Ovington's has been known and respected as a fine old china and glassware house, conservative and good. Today it still has that seventy-five year old reputation, for its stocks of both are among the largest and most carefully selected, but to this reputation Ovington's has added a new—that of the foremost gift shop in the world.

Over the seven seas and through the seventy newly stencilled borders, into cities of brilliant name and into queer little towns, the search for good gifts goes on. For this business, though 75 years old, is forever new. And the shop, though one of the most venerable on Fifth Avenue, has only lived to be venerable by being thoroughly modern.

*A treasure house of the
world's choicest gifts*

AND today, throughout America, its very name suggests wedding receptions where gifts are smarter than usual, parties where prizes are cordially received and homes whose appointments are perfect.

Today, as always, its china and crystal are superb in quality and variety. Today, distinctive lamps and shades, odd furniture, sturdy Sheffield and mirrors of good line, and above all, the smartest of gifts, may always be had.

But the spirit of friendliness, of unobtrusive welcome and help is still here, the old, old ideas of good values and good taste are with us yet.

You are always welcome at 436 Fifth Ave.

O V I N G T O N ' S

"The Gift Shop of Fifth Avenue"

Fifth Avenue at 39th Street